CONTENTS

A word of introduction from the Commissioner General

05 ABOUT SERBIA
07 Facts
08 Important dates
09 Fortresses to cities
12 Useful links

13 CULTURE
15 UNESCO World Heritage List
20 UNESCO Memory of the World program

21 SPIRIT OF SERBIA
23 Tradition
24 People
27 Food

29 MAIN CITIES
31 Belgrade
33 Novi Sad
35 Niš
37 Kragujevac
39 Sabotačka
41 Priština

43 THE SERBIA PAVILION
46 Exhibition Concept
49 Exhibition Elements
68 Exhibition Authors

Publication data
Dear Visitor,

I am delighted that Serbia is participating in the largest worldwide exhibition for the first time this year. Symbolically, our participation in EXPO 2010 will round off a decade of pronounced growth for our economy and our society.

Today, thanks to a range of reforms, Serbia is a modern, democratic country. We are forging ahead in creating a market economy that is one of the most dynamic in the world. In this context, our participation in the World Exhibition symbolises our grand return to the world stage.

We truly do have something to show to the world. Serbia is a country with a rich history spanning nearly a thousand years, a country at the crossroads of continents and civilizations, a country of exceptional and undiscovered beauty, a land of great scholars and artists.

That’s why I would like to invite you to come and visit our national pavilion and embark on an unforgettable journey through time to learn how Serbian cities arose and were changed and to watch as the creators of our exhibition skilfully tell the whole story of the Serbian city, the history of its ‘weaving’, the origin of its ‘threads’ and the challenges which face it and its inhabitants, now and in the future.

The Serbian exhibition at the Expo aims to show that the key to future development should be sought in the cultivation and promotion of multiculturalism and environmental awareness. This holds true for both individual citizens and their representatives in municipal government, and in the careful development of a positive urban identity through the freedom of citizens to openly express themselves and in doing so influence the development of their environment.

Yours,

Mladen Dinkić
Minister of the Economy and Regional Development
Serbia stands at the crossroads of Eastern and Western Europe, its routes leading via the Morava-Vardar and Nišava-Marica valleys to the Aegean coast, to Asia Minor and to the Middle East. European Transport Corridors 7 (the Danube) and 10 (road and rail) pass through Serbia and meet in Belgrade. Belgrade’s Nikola Tesla Airport is a hub for key European air routes. From the agricultural regions of the Pannonian Plain in the north, across the fertile river valleys and orchard-covered hills of Šumadija, Serbia has connected West with East for centuries – as a land in which civilisations, cultures, faiths, climates and landscapes meet and mingle. It is located in the centre of the Balkan Peninsula, in south-eastern Europe. The northern portion belongs to central Europe, but in terms of geography and climate it is also partly a Mediterranean country. Serbia’s landscape but as a Danube state has found itself directly on the main European waterway running, via the Rhine-Main-Danube Canal, from the North Sea and the Atlantic Ocean to the Black Sea. The cultural and historical heritage of Serbia begins with prehistoric archaeological sites such as Lepenski Vir and Vinča and its legacy from classical antiquity such as the sites of Felix Romuliana and Viminacium. Perhaps its greatest riches, though, are in the many medieval Serbian churches and monasteries, some of which (e.g. Studenica and Sopoćani) are included on the UNESCO World Cultural Heritage list. All year round, numerous cultural, entertainment, traditional and sporting events are held in Serbia, displaying the creative power and spiritual vitality of this country – for example, the EXIT music festival and the Dragačevo Brass Bands Festival, Guča. The most-visited tourist destinations are the cities (Belgrade and Novi Sad), the mountains (Kopaonik and Zlatibor) and the spa towns (Vrnjačka Banja and Sokobanja).

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### ABOUT SERBIA

#### 6500-5500 BC
Mesolithic - the Lepenski Vir culture, near Belgrade.

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#### 4th century AD
Serbian antiquities and fortresses.

#### 10th century
The Serbs begin to accept Christianity.

#### c. 630
Slavic tribes from the Danube Basin settle in the Balkans.

#### c. 650
The Miroslav Gospel, the most important and beautiful Serbion manuscript is produced.

#### c. 780
Christian missionaries Cyril and Methodius create the first Slavic alphabet.

#### 1166-1196
The Serbian autocephalous (Belgrade).

#### 1175-1236
Saint Sava (Prince Rastko Nemanjić), the first Serbian archbishop.

#### 1217
Dušan crowned in Skopje as King of Serbia.

#### 1243-1276
The Serbian Despotate, a vassal state both in relation to Hungary and the Serbs and Greeks. The Serbian Church is proclaimed. The United Nations imposes economic sanctions on the state.

#### 2009
Serbia formally submits its application for European Union membership.

#### 2010
Serbia formally submits its application for European Union membership.

#### 2018
Serbia formally submits its application for European Union membership.

### Important dates

- **2009**: Serbia formally submits its application for European Union membership.
- **2018**: Serbia formally submits its application for European Union membership.
- **2019**: Serbia formally submits its application for European Union membership.
- **2020**: Serbia formally submits its application for European Union membership.
- **2021**: Serbia formally submits its application for European Union membership.
- **2022**: Serbia formally submits its application for European Union membership.
- **2023**: Serbia formally submits its application for European Union membership.
- **2024**: Serbia formally submits its application for European Union membership.

### Fortress to cities

Across Serbia there are some 200 sites preserving the remains of old fortresses and fortified towns dating back to antiquity. Nevertheless, following centuries of war and destruction, only those fortresses which retained their military function into the Middle Ages, under Turkish rule, have been preserved. Some of them were the antecedents of contemporary Serbian towns which even today boast portions of old walls and towers.

Fortresses were purely military strongholds, while towns were smaller fortifications, home to the courts of the gentry or rulers. The largest were fortified towns, with multiple, separately-defended sectors, whose walls contained not only a castle but a civilian settlement.

The Roman Empire established its eastern border on the Danube with a series of military fortifications set up along the road marching the Roman legions on their campaigns against the barbarian tribes across the river. The forts were followed by byzantines and caurum and roman towns sprang up along all the major roads. Upper Moesia and Lower Pannonia - now part of the province of Illyricum - more or less coincided with Serbia's territory today. Beginning in the 3rd century AD over a period of some two hundred years, the legion forts were transformed into a fortress, a city, or a town.

### Viminacium

Viminacium, besieged by the Serbs and Greeks, the Serbs and Greeks. The Bulgarian Empire via the Edict of Milan in 313 and legalised Christianity in the Roman Empire.

### Romanon and Serbia

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Justiniana Prima
Today’s Caričin Grad (caričin means ‘Emperor’s’) once called Justiniana Prima after Emperor Justinian – was founded in 535 and was the capital of the province of Illyricum.

Stari Ras
The mediaeval town of Ras is west of Novi Pazar and in the first half of the 12th century was the main stronghold of the Serbian state.

Maglič
Situated on the right bank of the Ibar river, south of Kraljevo, considered one of the most beautiful monuments of medieval military architecture, raised in the 13th century.

Novo Brdo
One of the largest mediaeval Serbian towns, located on top of the Mala Planina mountain east of Priština, founded at the beginning of the 14th century to protect the settlements of miners, traders and craftsmen near the highly productive mines.

Petrovaradin Fortress
Constructed on the Danube just outside Novi Sad between 1692 and 1780 during the period of the constant Turkish-Austrian struggle for domination of this region.

Smederevo Fortress
The fortress was raised in the one-time Serbian capital Smederevo in the first half of the 15th century by Despot Đorđe Branković.

Golubac Fortress
This nine-towered fortress was constructed in the 14th century on a cliff above the Danube gorge, a position which makes it one of the most striking fortresses on the Danube.

MEDIEVAL FORTRESSES AND TOWNS

ABOUT SERBIA
ABOUT SERBIA

TRAVEL:
Tourist Organisation of Serbia - www.otis.travel
Serbia Convention Bureau - www.scb.travel
Belgrade - www.tob.co.rs
Kragujevac - www.otkragujevac.rs
Niš - www.otkinis.rs
Novi Sad - www.otnovisad.rs
Subotica - www.otsubotica.rs
Nikola Tesla Airport, Belgrade - www.beg.aero
Constantine the Great Airport, Niš - www.airportnis.co.rs
Jat Airways - www.jat.com
Maps of Serbian cities - www.planplus.rs

CULTURE AND ART:
National Library of Serbia - www.nb.rs
Belgrade Philharmonic - www.bgf.rs
Serbian National Ensemble "Kolo" - www.kolo.rs
Serbian National Theatre, Novi Sad - www.snp.org.rs
Sava Centre - www.savacentar.com
Belgrade Arena - www.arenabeograd.com

MUSEUMS:
National Museum - www.narodnimuzej.rs
Ethnographic Museum - www.etnografskimuzej.rs
Historical Museum of Serbia - www.imus.org.rs
Nikola Tesla Museum - www.tesla-museum.org
Museum of Applied Art - www.mpu.rs
Museum of Contemporary Art - www.msub.org.rs

FESTIVALS:
FEST - www.fest.rs
BEMUS - www.bemus.rs
BITEF - www.bitef.rs
Küstendorf Film Festival - www.kustendorffilmfestival.org
Sterijino Pozorje - www.storijino.rs
Joy of Europe - www.joyofeuropes.rs
Belgrade Book Fair - www.begu.bgf.rs
Exit Festival - www.exitfest.org
Dragačevo Brass Bands Festival, Guča - www.gucica.com

SPORT:
Belgrade Marathon - www.bgdmarathon.org
Ana Ivanović - www.anaivanovic.com
Novak Đoković - www.novak-djokovic.com

STATE INSTITUTIONS:
President of the Republic of Serbia - www.predsednik.rs
National Assembly of the Republic of Serbia - www.parlament.gov.rs
Government of the Republic of Serbia - www.vlada.rs
Ministry of Economy and Regional Development - www.merr.gov.rs
Serbian Investment and Export Promotion Agency - www.siepa.gov.rs

MEDIA:
Serbian Radio-Television - www.rts.rs
Tanjug news agency - www.tanjug.co.rs
Serbian International Radio - www.glassrbije.org

EDUCATION AND SCIENCE:
University of Belgrade - www.bg.ac.rs
University of Arts, Belgrade - www.bgf.aero
University of Novi Sad - www.ns.ac.rs
University of Kragujevac - www.uk.ac.rs
University of Niš - www.uk.ac.rs
Serbian Academy of Science and Arts - www.sana.ac.rs

FAIRS AND BUSINESS:
Belgrade Fair - www.sajam.rs
Novi Sad Fair - www.sajam.net
Šumadija Fair, Kragujevac - www.sajam.rs
Serbian Chamber of Commerce - www.pks.rs
Belgrade Stock Exchange - www.belex.co.rs

CULTURE
OLD RAS AND SOPOČANI

Close to Stari Ras, the first capital of Serbia under the Nemanjić dynasty, in the vicinity of Novi Pazar, there is a group of mediaeval sites comprising fortresses, monasteries and churches. The most important sites in this group are Sopoćani monastery, Đurđevi Stupovi monastery, the Church of Saints Peter and Paul (Petrova church) and the remains of the Ras and Gradina fortresses.

Sopoćani monastery, from the first half of the 13th century, is dedicated to the holy Trinity and is reminiscent of the triple-naved basilica of the western Christian world. Its portals, windows and narthex with belfry are Romanic in form, while the Sopoćani frescoes represent the pinnacle of the classical style.

Đurđevi Stupovi monastery was built between 1167 and 1170 on top of a hill, which was not usual for Serbian mediaeval architecture. The style and arrangement of the church, its portals and its two towers are pervaded by a Romanic spirit.

There are also the important remains of Roman roads and towns – Gomazgrad, Sirman, and Mediana – with a variety of structures – which today bear witness to six centuries of the presence of the Roman Empire on Serbian soil.

One of the most important categories of preserved monuments in Serbia are Orthodox monasteries, which came into being in the period between the 12th and 13th centuries. They can be found in an area ranging from Niš to Osijek. The architecture of medieval Serbian monasteries is particularly varied. During the 13th and into the 14th century some of the most striking churches were built, the proportions and decorative façade and sculptural work of which suggest Romanic influence (Studenica, Đurđevica, Đurđevi, Sopoćani and others). These are referred to as belonging to the Ras School. The first half of the 14th century, the period during the reign of King Milutin, saw the construction of edifices of exceptional architectural and artistic value, such as Gračanica. The period after 1371 saw the rise of a characteristic architectural style called the Raška School in the Morava river valley, with its multicolored façades and decorative relief work (e.g. Ravanica, Lazarica, Ljubostinja and Kalenić).

The first half of the 15th century, the period during the reign of Marko Marulj, saw the construction of edifices of exceptional artistic value, such as Gračanica. The period after 1450 saw the rise of a characteristic architectural style called the Raška School in the Morava river valley, with its multicolored façades and decorative relief work (e.g. Ravanica, Lazarica, Ljubostinja and Kalenić).

The UNESCO World Heritage List

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The mediæval Serbian sites in Kosovo and Metohija listed on the UNESCO World Heritage list are Dečani monastery, the monastery of the Patriarchate of Peć, the church of Our Lady of Ljeviš in Prizren and Gračanica monastery. They represent the peak of Byzantine Christian religious culture, with a unique style of fresco-painting which arose in the Balkans between the 13th and 17th centuries. Their architecture and frescoes, together with the icons and church fixtures preserved in them, paint a rich picture of artistic life in mediæval Serbia.

These mediæval Serbian memorials are in the autonomous province of Kosovo and Metohija, which is currently under the administration of the UN Interim Administration Mission (UNMIK). After the NATO bombing of Yugoslavia in 1999, and the arrival of the international KFOR peacekeeping forces in Kosovo and Metohija, Albanian extremists have either destroyed or severely damaged more than one hundred Orthodox churches and monasteries.

STUDENICA

This monastery close to Kraljevo, on the right bank of the Studenica river, is surrounded by a high protective wall and is one of the best examples of blended Roman and Byzantine styles. It was the endowment of Grand Prince Stefan Nemanja, the founder of the independent Serbian state and of a dynasty which was to rule Serbia for two full centuries. It is the most important mediæval Serbian monastery and a major spiritual and artistic centre of the Serbian people. This most beautiful example of Serb mediæval architecture was built in the period from 1183 to 1196.
Felix Romuliana was an imperial palace built on the orders of Galerius Maximianus on the spacious plateau of Gamzigrad, near the city of Zaječar. Galerius, who was born in this area, raised the palace in the 3rd and 4th centuries in honour of himself and his mother Romula, after whom he named it. It belongs to a special category of Roman imperial architecture associated only with the period of the Tetrarchy and is the best-preserved example of this style. The palace is surrounded by imposing walls which protected the town itself from barbarian attacks.
Nikola Tesla’s Archive

Nikola Tesla’s Archive is a unique collection of manuscripts – scientific documents that are irreplaceable in the study of the most important period in the history of the development of the modern age. Nikola Tesla (1856-1943), an American scientist of Serbian origin, made his greatest contribution to science and the technological advancement of mankind as the discoverer of the rotating magnetic field, the induction motor, multi-phase alternating current, the electrical generator and a complete system for the production and distribution of electrical energy. The international SI unit for the measurement of magnetic induction, the tesla, was named after him. Tesla constructed a high-frequency and current electrical generator, today known as the Tesla transformer or the Tesla coil.

The Miroslav Gospel

The Miroslav Gospel, a liturgical book produced in around 1180 containing miniatures of exceptional beauty, is an illuminated manuscript with stylistic and iconographic characteristics resulting from the blending of West (Italian) and East (Byzantine) influences. This Serbian manuscript has a decorative style that is common to the cultural model of the Orthodox Slavs, while its miniatures style is drawn from the medieval central European schools of manuscript copying. This makes it one of the most important testimonies to the flow of artistic influences which went from West to East and vice-versa. It is the oldest preserved illustrated Serbian manuscript written in Cyrillic and is regarded as a national treasure.
Serbia has always sat astride East and West, not only in a geographical sense, but also politically and culturally. At first, Serbia found itself between the Byzantine and Roman empires, and then it became a frontier between the Ottoman Empire and the Christian West. This centuries-long position in the path of constant migrations from both sides led to constant movements and the meeting of populations. The result was a multicultural, multi-religious society in Serbia.

And even during communism the inhabitants of this region were treated as one of the family. All citizens have 40 nationalities living side by side with the Serb majority. All citizens have full ethnic equality.

SPIRIT OF SERBIA

Serbia has always treated hospitality as one of the family. The host always makes one feel at home, and normally have three meals a day, normally by the host, but a guest may give one, too. A speech is made by clinking glasses, toasts are made by clinking glasses, and the mixing of populations.

Shaking hands, done using the right hand, is customary when being introduced or meeting somebody of either gender. Shaking hands is not a necessity, but also politically and culturally. The result was a multiethnic, multicultural and multi-confessional society in Serbia.

The ethnic makeup of Serbia’s population is diverse, with around 40 nationalities living side by side with the Serb majority. All citizens have the same rights and duties and enjoy full ethnic equality.

Serbian Cyrillic has 30 letters, each directly corresponding to one sound, has 30 letters, each directly corresponding to one sound, making it unique in comparison to other writing systems. Each letter is made up with only one sound, making it unique in comparison to other writing systems. Each letter is made up with only one sound.

Kneading is an ancient Serbian Orthodox tradition in which, alongside special rituals and a feast, the Christian saint and protector of the family is honoured. Its day celebration is in accordance with the church calendar. The saint is born! to which the household replies, “Christ is born!” to which the household replies;

Christmas dinner is formal and consists of certain ceremonial foods which are only prepared on this day – Christmas presence (treated whole pig), and rice rice – a cake of wheat flour in which a coin is hidden and which is only broken by hand. Whoever finds the coin in their piece of bread will have good luck for the next year!

KRESNA SLAVN

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EASTER TRADITIONS

Easter is a movable feast and is celebrated after the Paschal, the first Sunday following the full moon which falls on the day of the spring equinox or immediately after it, but never before. Easter can fall on the earliest on the 22nd April or on the 25th May at the latest. Traditionally, boiled eggs are decorate painted on Good Friday, a day during which no other work is done, and people greet each other by saying, “Christ is born!” to which the household replies, “He is born indeed!”

CHRISTMAS TRADITIONS

On Christmas Eve, the head of the house goes out early in the morning to collect an oak branch which is brought into the house at sunset. Christmas Eve dinner is strictly in accordance with church rules on fasting and bread is broken by hand, not cut using knife. Apart from yeast-free round bread, fish, honey, wine and bean stew are consumed, as well as walnuts, apples, prunes, pears, dates, other dried fruit, almonds and hazelnuts.

Serbs celebrate Christmas according to the old Julian calendar, meaning that it falls on the 25th of January by the modern calendar. The midnight supper is the first part of the celebration. It takes place in search of grilled meat or bread, in which a coin is hidden and which is only broken by hand. Whoever finds the coin in their piece of bread will have good luck for the next year!
**LEADERS OF SERBIA**

**STATISTICAL AND MILITARY LEADERS**

- **Stefan Nemanja** (1158-1206) Serb grand prince and founder of the Nemanjić dynasty
- **Saint Sava** (1196-1236) Educator and the first archbishop of the autocephalous Serbian church
- **King Milutin** (1263-1321) One of the most powerful medieval Serbian leaders
- **Despot Đurađ Branković** (1377-1456) Modern ruler, diplomat, soldier and poet
- **Despot Stefan Lazarević** (1377-1427) Serbian Kosovo myth
- **Prince Lazar** (1329-1389) The first Serbian emperor and legislator
- **King Petar I Karadjordjević** (1844-1921) Parliamentary constitutional monarch (1844 -1921)
- **King Alexander I** (1875-1934) The last Serb, employed abroad temporarily or permanently, has not been involved.

**SPIRIT OF SERBIA**

**ARTISTS**

- **Vuk Stefanović Karadžić** (1787-1864) Linguist, ethnographer, historian and Serbian language reformer
- **Josip Pančić** (1814-1868) Doctor, botanist and the first president of the Kingdom of Serbia Academy
- **Jovan Ćirinčić** (1865-1927) Founder of Serbian geography
- **Milan Rakić** (1876-1938) Distinguished Serbian writer from Bosnia and Herzegovina
- **Ivan Gundulić** (1589-1638) Celebrated Dubrovnik baroque poet
- **Sava Šumanović** (1896-1942) Serbian poet, journalist and translator
- **Laza Kostić** (1841-1910) One of the most interesting European painters from the interwar period
- **Ivan Fandorin** (1873-1958) One of the most powerful mediaeval Serbian rulers
- **Dositej Obradović** (1739-1811) One of the greatest Serbian poets, ruler and educator of the people
- **Dušan Kovačević** (1859-1957) Typical representative of Serbian academic realism
- **Borisav Stanković** (1876-1927) The greatest Serbian comic writer
- **Milorad Čavić** (1984-2008) Author of Serbian satirical short stories
- **Laza K. Lazarević** (1851-1891) Author of Serbian national short stories
- **Serbian National Theatre**
- **Novak Đoković** (1981-1985) Serbian classical composer and music teacher
- **Sava Ćubranović** (1901-1907) One of the most important Serbian painters of the 20th century
- **Paja Jovanović** (1859-1957) The father of Serbian romanticism, doctor and progenitor of the Serbian comic writer
- **Vladimir Veličković** (1884-1927) One of the most important Serbian comic writers
- **Isidora Sekulić** (1877-1958) One of the world’s greatest inventors
- **Nadežda Petrović** (1873-1915) One of the world’s greatest inventors
- **Boris Popović** (1858-1920) One of the most interesting European composers from the interwar period
- **Vladimir Veličković** (1884-1927) One of the most powerful mediaeval Serbian rulers
- **Đorđe Petković** (1857-1942) One of the world’s greatest inventors
- **Zoran Drasković** (1873-1958) One of the greatest Serbian poets, ruler and bishop of Montenegro
- **Boris Popović** (1858-1920) One of the most important Serbian novelists
- **Branislav Nušić** (1864-1936) The greatest Serbian comic writer
- **Serbian National Theatre**
- **Zoran Drasković** (1873-1958) One of the world’s greatest inventors
- **Vlado Divac** (1936-1997) Basketball player
- **Željko Obradović** (1948-1981) Basketball player who has worked for major world clubs
- **Ana Ivanović** (1983-1984) Russian classical composer and music teacher
- **Popović, fine artists who live and work in Paris
- **Mladen Stojković** (1973-1999) Slovenian writer from the end of the 19th century
- **Miloš Crnjanski** (1893-1977) Writer, story-teller, romanticist and statesman
- **Ivan Fandorin** (1873-1958) One of the world’s greatest inventors
- **Jelena Janjic** (1973-1984) Novak Đoković, three world-class tennis players
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- **Savo Šumanović** (1896-1942) One of the most important Serbian painters of the 20th century
- **Janjic, Ana Ivanovic and Novak Djokovic, three world-class tennis players
- **Dr Zoran Djindjic** (1952-2003) One of the world’s greatest inventors
- **Mladen Stojković** (1973-1999) Slovenian writer from the end of the 19th century
- **Miloš Crnjanski** (1893-1977) Writer, story-teller, romanticist and statesman
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- **Emir Kusturica** (1951-1957) Serbian writer and first female playwright
- **Danez Bić, recipient of an Academy Award for Technical Achievement for a James Bond film.
Serbian cuisine has been influenced by a rich mixture of traditions, primarily Greek, Bulgarian, Turkish and Hungarian cooking.

An old Serbian legend says that during the time of the 14th-century Serbian Empire, under the rule of king Stefan Uroš IV Dušan, meals in the Serbian palace were eaten with golden spoons and forks. Historians say that the medieval Serbian diet consisted mainly of milk, dairy products and vegetables. Not a lot of bread was eaten, but when it was, the rich ate bread made from wheat and the poor ate bread made from oats and rye. The only meat consumed was game, and cattle were kept for agricultural use.
Foods made from dough, such as breads, strudels and pasta, and various kinds of processed meats produced from healthy stocks of cattle and poultry are characteristic of modern day Vojvodina. Spinach pies and spit-roast pork are characteristic of Šumadija. Smoked meat is the speciality of western Serbia and the lamb dishes of Zlatibor and Zlatar are not to be missed. The cooking of eastern Serbia is noted for its dry shepherd’s pies, lamb cooked in milk, smoked wild boar meat, jajce with three kinds of meat and various vegetables, and hrkovje kavčak (a regional type of polenta made from cornmeal and potatoes and sometimes feta cheese). In southern Serbia, grilled or spit-roasted meat dishes, particularly the famous Leskovac grilled specialties, are very popular. Hundreds of tasty dishes, both vegetarian and meat-based, are eaten in Kosovo and Metohija: bingur, pirjanice, various pies and baklava, as well as lamb and mutton specialties.

It is not an easy task to introduce a foreign visitor to Serbia to the secrets of local cuisine. Many dishes cannot be adequately translated into another language, while others are simply not eaten anywhere else, even though they are made from ingredients commonly available in all European countries. That is why if you are keen to investigate Serbian national cuisine, it is not an easy task to introduce a foreign visitor to Serbia to the secrets of local cuisine. Many dishes cannot be adequately translated into another language, while others are simply not eaten anywhere else, even though they are made from ingredients commonly available in all European countries. That is why if you are keen to investigate Serbian national cuisine, you should let the experienced hands of Serbian restaurateurs guide you.
An opulent blend of history, architecture, culture and entertainment awaits you in Serbia’s cities. Subotica, in the far north, offers the baroque lustre of a central European city. Novi Sad, with its leisurely but still urban rhythm, exemplifies the tolerance and moderation of multiethnic Vojvodina. Belgrade, the capital city that never sleeps, captivates visitors with its natural combination of eastern passion and European elegance. Kragujevac, the heart of the Šumadija region, was the first capital of the modern era Serbian state. Niš, the birthplace of Constantine the Great, offers the relaxation of the Orient in the midst of fast-paced modern life. Besides the City of Belgrade, the capital, there are another 23 cities in Serbia: Valjevo, Vranje, Zaječar, Zrenjanin, Jagodina, Kraljevo, Kruševac, Leskovac, Loznica, Niš, Novi Pazar, Nis, Novi Sad, Pančevo, Požarevac, Priština, Čačak and Šabac. Serbia also has 150 urban areas with municipal status.

Belgrade is the capital city of Serbia and has a population of around 1.2 million. It is one of the oldest cities in Europe and has since ancient times been an important crossing of the ways where the roads of eastern and western Europe meet. The city lies on two international waterways, at the confluence of the Sava and Danube rivers which surround it on three sides. Because of this position, Belgrade is fittingly referred to as the Gateway to the Balkans and the Door to Central Europe.

The oldest archaeological finds in this area date from the 5th millennium BC. The site of Vinča, which preserves traces of a prehistoric human material culture (Neolithic plastic art), is located on the banks of the Danube. Celtic tribesmen founded Singidunum in the 3rd century BC, and the town is also mentioned in classical sources. The territory was later conquered by the Romans and became part of the Byzantine Empire when the Roman Empire split in 395.

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Belgrade is the capital of Serbia, located on the right bank of the Sava River. It is the oldest and the largest city in Serbia, as well as the cultural, educational, and scientific centre of the country. Belgrade is also an important transport hub, being a key railway junction and home to Nikola Tesla International Airport. It is also the commercial and cultural hub of the country, hosting numerous events, including the Belgrade Fair, held each year at the Belgrade Fair Centre. The multipurpose Sava Centre is one of the most attractive venues for conferences and cultural events in this part of Europe. Over 40 international fairs are held each year at the Belgrade Fair.

Numerous European and worldwide sporting events have been held in Belgrade's stadiums and on its sports fields. Belgrade Arena, a universal venue for all sporting, cultural and entertainment events and boasts a capacity of 20,000. There are outdoor facilities for many sports – particularly water and extreme sports – on the Belgrade Arena, and the Belgrade Marathon is held in the city every year.

The city is also home to Belgrade University, the largest university in Serbia and the University of Belgrade, which was founded in 1817 as the Great School and the University of Arts. Belgrade Fortress is the oldest cultural and historical site in Belgrade. Also of interest to tourists are Skadarlija, the central bohemian quarter; the Residence of Princess Ljubica, Captain Milos's Building; the Old Palace and New Palace; the Serbian National Assembly building and the National Theatre, founded in 1869. The city is home to the Serbian National Museum, founded in 1832; the National Library of Serbia, as the Serbian Royal Academy; the Serbian Academy of Science and Art, founded in 1886; the Serbian Academy of Fine Arts; the Serbian Academy of Music; and the Serbian Academy of Sciences and Arts.

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Belgrade is an important regional traffic hub: the crossroads of European routes E70 and E71 and the crossroads of Pan-European Corridors C2 and C9 are located here; the city is connected to key railway routes and is home to Nikola Tesla International Airport and two international waterways also flow through it.

Belgrade is the capital of Serbian culture, education and science. It is the largest city in Serbia, as well as the cultural, educational, and scientific centre of the country. It is also home to Belgrade University, the largest university in Serbia and the University of Belgrade, which was founded in 1817 as the Great School and the University of Arts. Belgrade Fortress is the oldest cultural and historical site in Belgrade. Also of interest to tourists are Skadarlija, the central bohemian quarter; the Residence of Princess Ljubica, Captain Milos’s Building; the Old Palace and New Palace; the Serbian National Assembly building and the National Theatre, founded in 1869. The city is home to the Serbian National Museum, founded in 1832; the National Library of Serbia, as the Serbian Royal Academy; the Serbian Academy of Science and Art, founded in 1886; the Serbian Academy of Fine Arts; the Serbian Academy of Music; and the Serbian Academy of Sciences and Arts.

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Niš is one of the oldest cities in the Balkans and with around 250,000 inhabitants is the third largest in Serbia and the capital of the Nišava District. It is located in southern Serbia, at the crossroads of the most important Balkan and European routes connecting Europe with the Middle East. In Niš, the main road running from the north via the Morava valley forks southward via the South Morava-Vardar valley (towards Thessaloniki and Athens), while the road east runs through the Nišava-Marica valley towards Sofia, Istanbul and the Middle East. In the Roman period, the second road was called the Via militaris, while during the Middle Ages it was called the Constantinople Road.

The wider area around Niš has been inhabited since the Neolithic and early Bronze Age, to which prehistoric findings from Bubanj and Humska Čuka bear witness. The Dardani, Celts (Gauls) and Illyrians lived in Niš in the pre-Roman period. The Celts named the town Naissus (City of the Nymphs). In Roman times, Niš was a powerful military stronghold in which one of the greatest rulers of the Roman Empire, Flavius Valerius Constantinus, better known as Constantine the Great, was born in 274. The city became an important economic, military and administrative centre under his rule. The discovery of early Christian graves and a basilica (2nd to 4th centuries), as well as Constantine's recognition of Christianity as an official religion in the Roman Empire (313) provide evidence of the city's ancient Christian tradition.

Between the 6th and 10th centuries, Niš was repeatedly attacked and held at various times by the Huns, Avars, Slavs, Bulgarians and Hungarians.

Stefan Nemanja, the Serbian Grand Prince, captured Niš in 1183. He met with German Emperor Frederick Barbarossa in 1189, during the Second Crusade, and formed an alliance with various Christian powers to protect Serbia from the Islamic threat.
Kragujevac is the centre of Šumadija and Pomoravlje and neighbouring regions in terms of economy, culture, education, healthcare and politics. With over 180,000 residents, it is the fourth largest city in Serbia. Situated in the heart of Šumadija and Serbia, on the banks of the Lepenica river in the Kragujevac basin, it touches on the fringes of the Rudnik, Crni Vrh and Gledić mountains. The average height above sea-level is 180m and the city has a moderate continental climate. Šumadija is characterised by its hilly terrain and gentle rolling slopes. The region got its name from when the area was rich in forests (Šuma means forest in Serbian), which today cover a quarter of the total area.

The city was first mentioned in 1476 as a small settlement with 32 houses. Kragujevac was built on the banks of the Lepenica river, on the slopes of the Rudnik, Crni Vrh and Gledić mountains. The many waterways played a significant role in the decision to found the settlement here. The Lepenica river flows through the inner city area and a number of its tributaries are located here. Roads connecting Gruža, Lepenica and Rudnik with the Pomoravlje region used to run through the valleys of the Lepenica river.

against Byzantium. After that followed attacks by Byzantium, the Bulgarians and the Hungarians, until 1386 when the Turks captured Niš. The death of Commander Stevan Sinđelić in a battle with 3,000 fellow soldiers against 10,000 Turks on Cegar Hill is an example of heroism which lives on today through the Skull Tower. Niš began its modern development after it was liberated from the Turks in 1878 and became the centre of the Serbian government and the National Assembly of Serbia in 1914.

After the First World War, Niš became the regional capital of the Morava Banovina. The most important cultural and historical attractions in Niš are the Mediana – a large 4th-century Roman estate; Niš Fortress – the best-preserved fortress in the central Balkans, which was built in 1723 and contains remains of Roman Naissus in its foundations; the Skull Tower; Cegar, where a monument stands on the site of the battle between Stevan Sinđelić and the Turks; the Monument to the Liberators of Niš – erected in 1937 in memory of the fight for the liberation of Niš; the Red Cross Concentration Camp – a Nazi concentration camp; and Bubanj Memorial Park – one of the largest Second World War execution sites in Serbia.

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When Prince Miloš Obrenović restored the Serbian state, having liberated it from the Turks in 1818, he proclaimed Kragujevac its capital. In 1823, Kragujevac had 283 houses and 2,000 residents. Kragujevac became particularly important with the founding of the Cannon Foundry which later grew into the Army Technical Institute (the forerunner of the Technical Institute). Kragujevac boasts many ‘Serbian firsts’ – it was the first capital (1818) and was home to the first court – known as the Serbska Kancelarija (1820), the first grammar school (1833), the first theatre – the Joakim Vujić Theatre (1835), the Vuk Karadžić National Library (1866) and the Abrašević Cultural and Artistic Society (1904).

The Kragujevac National Museum has departments devoted to archeology (with over 100,000 items), fine art (with around 1,000 works of art), and to the ethnography and history of Kragujevac and Šumadija. The Old Foundry Museum presents a century and a half of industrial growth in Kragujevac and Serbia. Of the many sites of cultural and historical interest in Kragujevac, of special note are the Old Church, the endowment of Prince Miloš Obrenović, built in 1818; the Principality of Serbia Assembly building; the Palace of Prince Miloš; the Courthouse; the Amidža Residence; the First Grammar School; and the Kragujevac October Memorial Park.

Subotica is the northernmost city in Serbia, located on the border with Hungary. It is the second largest city in Vojvodina and is the administrative centre of the North Banat District. It has a population of around 100,000. The railway line connecting Belgrade, Novi Sad and Budapest cuts through the middle of the city and the E75 motorway runs past the city outskirts. The modern centre of northern Vojvodina, Subotica is a truly historic city. The most striking buildings are the Synagogue (1902), City Hall (1908), Raichle Palace (1904) and the City Library building (1894). City Hall, designed by architects Komor and Jakab, is the largest building of its kind in Vojvodina. On the site of the former, old dilapidated City Hall, the residents of Subotica built a new one. The interior decoration alone took two years to complete. Subotica Synagogue, on the other hand, is one of the first buildings to be constructed from cement and steel.
Priština is the capital and largest city of the Autonomous Province of Kosovo and Metohija and is its economic, cultural and university centre. It lies on the northeastern edge of the Kosovo basin, in the shadow of Grmija mountain. The Veluša stream, which joins the Prištevka river in the city itself, and then the Sitnica river in turn, flows through Priština. Priština has its own international airport at Slatina. Current estimates place the population of Priština at over 500,000. The majority of the population is comprised of Albanians, with the rest made up by Turks, Serbs, Bosniaks and Roma. Around 40,000 Serbs left Priština following the NATO bombing of Yugoslavia in 1999. The remains of a Neolithic settlement are located near Priština. In classical antiquity, the Roman settlement of Vicianum was located near present-day Priština and the remains of Ulpiana, a Roman town founded in the 2nd century during the reign of Emperor Trajan, lie not far from Gracanica. Priština underwent a revival in the 14th and 15th centuries when it became a mining and trade centre on the road between Dubrovnik and Constantinople. For a time it was the seat of Serbian rulers, but under Turkish rule the economic importance of Priština declined until 1875, when it became the centre of the Ottoman Sandžak. Priština was liberated from the Turks in 1912 but up until the end of the Second World War, the city maintained an oriental appearance, with small, narrow houses made of adobe. Rapid construction took place after the war and Priština gained the appearance of a modern city. The city garners the interest of tourists because of the contrast between old and new architecture and the large number of cultural and historical sites. The most important Turkish-period historical attractions in Priština are the 15th-century Emperor’s Mosque, the Stone Mosque, the Clock Tower and the Emincik House which is a typical 19th-century upper-class oriental house. Gračanica Monastery, built south of Priština in 1321, is the endowment of King Milutin and is one of the most beautiful medieval Serbian monasteries. The Gazimestan monument, near Priština, stands on the site of the Battle of Kosovo, in which the Turks defeated the army of Serbian Prince Lazar in 1389, clearing the way for further conquests in Europe. Priština is located in the territory of the Autonomous Province of Kosovo and Metohija which is currently under the administration of UNMIK (the UN Interim Mission in Kosovo). Palić Lake is situated 8 km from Subotica. Hotels, villas, sports fields, three managed beaches and a zoo ensure the wide appeal of Palić, which is the venue for the Palić International Film Festival and other events which are held every summer. The National Theatre building in Subotica was built in the mid-19th century. The building is in neoclassical style, with a characteristic colonnade of six columns on its façade. The first theatre production in Subotica was staged as early as 1842 and today the theatre stages plays in the Serbian and Hungarian languages. Many buildings in central Subotica are decorated in Zsolnay ceramics, a distinguishing feature of the city.
The Serbia City Code Pavilion at the Better City, Better Life Shanghai World Expo 2010, by way of its external structure and internal organisation, illustrates the optimism and dynamism of the mega-structures of the contemporary human habitat. It is a multidimensional, fractal medium that creates a whole by combining unique codes supplied by many individuals. The use of the technique of weaving as a construction method, where a knot or a brick is actually a usable prototyped modular container, depicts the complexity and interdependence of urban elements or codes – changes in one thread trigger changes in the meaning of the related symbol. Weaving, like city-making, is a global creative activity that contributes to the bigger picture – the human as an active creator of the universe. The theme, or code, selected for the visual identity of the Pavilion, is taken from the weavers of Serbia whose craft has its own genesis, history, symbolism and variations. This symbol is used as a metaphor for the concept of sustainable development, cohabitation and the creativity of the inhabitants of Serbia’s cities, as well as their aspiration to continually improve both themselves and the cities they live in. The woven textile is a mobile medium that carries a message and as such has no limits, but at the same time can only be locally recorded and read, even as it interconnects the creativity and output of the cultures of the world.

**THE MODULE - a handy travelling ‘brick’**

The Pavilion is built using a prototypical multifunctional module: it can be used as a container or a box for the transport and storage of goods, as a building material or as furniture. Serbobox© modules are made from recyclable polypropylene. Global trade has brought about universal standards in transportation: the Serbian modular box – Serbobox© – used for the Shanghai World Expo, remains unique whilst complying with these standards. The modular furnishings create a complete external environment. Like weavers’ knots, the modules are juxtaposed so as to communicate the desired theme or message. The prototype module, measuring 47 x 33.3 x 33.3 cm, allows for easy installation and transport, as well as flexibility in the organisation of the exterior decoration and setup of the Pavilion itself. The 45-degree angled side creates a visually dynamic structure as the Pavilion is experienced differently from different points of view. The exterior of the cubical Pavilion is 12.66 m high. Handcrafting is introduced at the level of the building’s construction thereby bridging between the collective and individual realms and relating it to the main theme of the Expo – “Better City, Better Life.”

**TEAM**

Architects: Natalija Miodragović, MArch
Darko Kovačev, MArch
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Rade Milivojević, graphics / web design

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Architectural team: Ljubica Bulatović, MArch
Nemanja Kordić, MArch
Ivana Damjanović, MArch
Ema Stojković, MArch

The Pavilion is a contemporary architectural interpretation of the traditional weaving craft of Serbia and other countries, representing the symbiotic harmonious fusion of old and new. The construction itself uses this weaving process as its model, merging and matching the modular parts into a whole which is marked and dominated by its unique code. The Pavilion is constructed from networks of wedges and cables to which the recycled plastic modules are affixed, while the handling of the modules is made easier thanks to the system chosen for construction. This is an important choice as it depends numerous other aspects, primarily the ease and practicality of handling the construction and the flexibility of the system in allowing for extension and replacement using the modules described earlier. The dynamism and visual attractiveness of the façade will be highlighted by the placement of the modules at 45-degree angles. This results in an unforgettable aesthetic experience when viewing the façades of the Pavilion from different parts of the Expo hall.
The central theme of the World Exhibition – “Better City, Better Life” – can be understood in the context of Aristotle’s statement, “People come to cities to live; they stay in them to live a better life”. However, our idea – an idea which we believe is Serbia’s unique but meaningful contribution to the basic idea behind the World Exhibition – is that a better city and a better life can only be understood and pursued if the ideas of the better time and better times are founded on the reality that without a better time and better times there can be no better city or better life.

Serbia’s Pavilion at the World Expo presents a dual aspect of the category of time. Firstly, time in its inexorability – the time which passes and leaves its inevitable mark on the forms and quality of urban life – and secondly, the time which shapes the social climate. We see that both of these approaches can be presented in an exhibition so that every visitor can appreciate them – in a simple, eloquent, but by no means trivial way – that the concepts of the better city and the better life are indeed dependent on both of these understandings of time, and we are sure that anyone who has experienced life in a city will recognise this.

This orientation towards the better city and the better life presents time as an all-encompassing concept which permeates the entire Serbia display. Time is the fundamental weft, into which the warp of the exhibition theme is woven. Time in the service of the better city and the better life appears both metaphorically and explicitly in four different ways.

Firstly, in our recognition of the fact that the city is the oldest product of collective living, going back more than five millennia. That is why our presentation comprises an abundance of sequences from Serbia’s urban past. We are also convinced that in every setting and in every time these historic reminders can depict both the better city and the better life; that they are therefore not just a construct belonging to our time, but that they do need to be understood in the context of the time in which they are observed (365 excerpts, from each time period in Serbia’s urban history).

Secondly, the ‘time machine’ shows the extent to which the search for a better city and a better life has become the search of our civilization for a purpose to life in the city.

Thirdly, an introduction to the ‘beautiful faces of Serbia’ – an integral part of the central display of the Pavilion – shows us that without a positive social environment, there can be no talk of a better life, nor of a better city. In this way, Serbia wants to send the clear message that there are people in this country who believe that it is worth pursuing a social climate that will give rise to the sustainable city. Serbia’s message to visitors is that we understand time as a resource which can only serve the sustainable city if we ourselves are able to create the appropriate social environment. This is also a universal theme which visitors will recognize: that there can be no better life or better city without better times.

EXHIBITION

Exhibition Concept

Better City, Better Life, BETTER TIME

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Fourthly, through our presentation of the ‘universal calendar’ concept of Milutin Milanković. We feel that this theme can and should be presented at the World Expo which, since its inception in 1851, has been a place where the true leaps made by our civilization have been put on view. With the concept of time at the forefront of the viewer’s mind and owing to the historical fact that the world’s most accurate calendar was devised in Serbia, we have an opportunity to present an indisputable Serbian contribution to the march of civilization and the preservation of its memory, this time in the form of a unique Serbian brand. This calendar is well-known in the international scientific community and is without doubt the calendar of the future.

The world’s urban population growth clock is ticking significantly faster than the clock that measures the growth of the world population as a whole. That is why in Serbia we recognize that the better city and the better life (in the city) are always in the service of time. To put it another way – Serbia knows TIME!
In the Serbia Pavilion entrance zone, five transparent modules have been set up, similar to those making up the façade of the Pavilion, from which threads emerge, ready for a game. Visitors are presented with a sample of traditional skills – the Serbian children’s game Kolariću-Paniću.

The entrance zone of the Serbia Pavilion has been designed with the idea of providing visitors the opportunity to participate in an original, fun and innovative game. The concept of the game is one which is firmly rooted in the cultural mindset of people and which remains with them for the entirety of their lives.
The different scripts used by the Serbian language – Cyrillic and Latin – are the result of the rich influences of civilization and culture arising from Serbia’s geographical location. This led to the traditional duality of the written script and its convertibility, a feature that remains to this day.

The beauty of the Cyrillic script came about from early church manuscripts and gospels in the Middle Ages, and calligraphers have intertwined a variety of styles through the generations. There are a number of theories about its origins. One of those, the theory accepted today, is that the people of this region have been literate since the 9th century, when the first Serbian script – Glagolitic – was devised. It was the creation of missionaries Cyril and Methodius, using the Greek alphabet as a basis. From it, their students were later to develop Cyrillic, which was finalized in its current form by Vuk Stefanović Karadžić in the 19th century.

Thanks to Vuk’s reform, Cyrillic is today one of the most orthographically refined phonetic scripts in existence. It was he who introduced the principle, “Write as you speak and read it as it is written.” Serbian Cyrillic today has 30 symbols, with each letter representing a single sound. Vuk Karadžić completed his reform of Cyrillic in 1818, and it entered official use in 1868.

The other theory reaches further back into the past. Five thousand years BC, before the age of the great civilizations, in the Serbian Danube Basin, archaeological remains testify to the existence of the Vinča civilization. This ancient people walked the Balkan soil between 5500 and 3200 BC. They left behind them the oldest writing system known to man, the Vinča symbols, which according to proponents of this theory shares as many as 20 symbols with Serbian.
THE CITY-DWELLER LIVES BY THE CLOCK

Time is one of the primary codes which govern the city-dweller’s movements within the urban landscape, and that is why he counts time among his most valuable resources.

SAVE TIME ON EARTH!

Considering the fact that the global population of planet Earth perceives time as an ever-dwindling resource, it is amazing to note the fact that all the calendars in use today actually lag behind real time, that is behind the astronomical year! Like some sub-standard clock mechanism, the calendar does not keep up with reality and our dates are increasingly diverging from the Earth’s position in relation to the sun. The Julian calendar year is lagging by some 11 minutes annually, while the current Gregorian calendar is also slow by some 26.75 seconds. In other words, the countries that adhere to this calendar have lost around 190 minutes, that is more than 3 hours of their existence.

SERBIA KNOWS TIME!

The most accurate calendar devised by mankind to date, which lags by a factor of some 10 times less than the current Gregorian calendar – i.e. only around 2 seconds per year – already existed in Serbia back in 1923, when Serbian scientists Milutin Milanković and Maksim Trpković presented the best scientific study yet on calendar reform. The Julian calendar loses a day every 128 years, the Gregorian 3300 years, while Milanković’s calendar will lag by a day only after 43,000 years! This calendar has yet to be widely adopted, even though international consultations have been held a number of times at the highest level to discuss the harmonisation of all the world’s calendars. We hope that Milanković’s calendar, as the most accurate there is, will someday soon be accepted the world over.
Milutin Milanković travelled through space and time in his calculations, creating the most accurate calendar ever. But this was just a part of the scientific work he carried out. This Serbian scientist made his greatest contribution to world science with his theory of insolation, in which he made a connection between the movement of the planet Earth and global climatic change over long periods. His theory was only substantiated in recent times through studies of submarine rocks at great depths.

The Milankovitch Theory, as it is now known, states that over a period of 100,000 years Earth experiences a continuous cycle of ice ages followed by periods of more moderate climate, all of which is a consequence of the irregular movement of our planet and the varying quantities of solar energy which reach Earth as a result.

Milanković showed that precession – the change in the direction of the Earth’s axis of rotation – and Earth’s eccentric path around the Sun are the dominant long-term factors in climate change. Cyclostratigraphy is a recent scientific method founded on Milanković’s insolation cycles which detects the warmer and colder phases our planet has undergone in the regular alternation of rock layers.

PRECESSION
A variation in the Earth’s axis of rotation which repeats over a cycle of approximately 21,000 years.

CHANGE IN AXIAL TILT
Earth’s axis is currently inclined towards the plane of the ecliptic (Earth’s own orbit) at an angle of 23.5° and it is this angle which causes the procession of the seasons of the year. The more the axis is tilted, the more sunlight is received by the Earth’s polar regions, which leads to the gradual thawing of the polar ice caps. The smaller the tilt, the less sunlight the poles receive throughout the year, and thus the polar ice caps grow. The angle of tilt of the Earth’s axis varies between 24.5° and 21.5°.

EARTH’S CHANGING ORBITAL ECCENTRICITY
Over a protracted period of time, as a result of the gravitational pull exerted by other planets, the deviation of Earth’s orbit from the circular varies between 6% and 0%. This is not a great difference, but gives rise to a variation in insolation of up to 30%.
The calendar devised by Serbian scientist Milutin Milanković is the most accurate yet created. It lags only two seconds annually per tropical year and is 12 times more accurate than the current Gregorian calendar.

Had the time since the beginning of civilization (going back 5000 years) been measured using Milanković’s calendar, it would now only be lagging by three hours, whereas the currently-used Gregorian calendar would have lost an entire day by now. So today is in fact – tomorrow!

Some of the most popular Serbian sayings about time:

Hurry slowly! (Meaning, being patient gets things done faster)

The early riser grabs twice the luck! (If you hurry you have a greater chance of success)

Don’t leave for tomorrow what you can do today! (Don’t neglect your duties and you will be more efficient)

If you wait long enough, it will come to you! (The patient man succeeds in everything in time)

Time is the greatest master (Time governs our movements)
The central motif of this display is a kind of invitation to visitors to get to know Serbia in an innovative, interesting and investigative way, and to recognise the diversity of its urban strata.

The idea of the ‘garden’ is presented here for good reasons of an urban, historic, national, regional and pan-European nature. Seven of the most important points on the map of Serbia – several towns, sites of natural beauty, monasteries and festivals – are marked by sculptures of flowers concealing speakers emitting an imaginary aural backdrop which conjures up images of the location in question.
The most complex mechanism that man has so far created, and which has functioned for the millennia now, is the city. And if civilisation were to tire of inventing new machines, just two would remain: the city and the clock.

(Lewis Mumford)

The world's urban population growth clock is ticking significantly faster than the clock measuring the growth of the world's population as a whole. That is why in Serbia we recognise that the better city and the better life (in the city) are always in the service of time.

Serbia knows TIME!
Serbia’s cities, like everywhere else in the world, are as diverse, pleasant and as interesting as the people who live in them.

So we present the Face of Serbia - a cross-section of one generation of people from different Serbian towns whom we asked whether time was something they noticed, whether it passed differently in their town, and whether 26 seconds (the amount the Gregorian calendar deprives them of annually) or the two-second inaccuracy introduced by Milanković’s calendar meant anything to them.
Serbian towns are places where the rhythms of Balkan, Byzantine and central European daily life come together. There are towns whose daily rhythm could be described as allegro, while there are others who pulse at a largo tempo. The distinctive feel of every town is defined by a rhythm appropriate to the cultural milieu in which it arose. In the case of Serbian towns, the constant intermingling of cultural and historical influences means that this rhythm is elusive and original.

The photographs are divided into six thematic areas:
- The town as civilisation in motion
- The town as dynamic culture
- The town as regional rhythm
- The town as a catalyst for social progress
- The town as a stage for historical permanence
- The town as a meeting and a call to meeting
THE SERBIA PAVILION

Exhibition Authors

NGiO, Belgrade, www.ngioteam.com
Creative director and mascot designer: Lana Vasiljević

MUSIC

Composition and sound design: Srećko Lončar
• Marko Marković Orchestra, published by: X Produkcija
• Stevan Milošević School of Music, PROBLEJALO MLAĐI JAGODI, NAORDINO RZD

INTERIOR DESIGN

Serbian Pavilion interior design architect: Maja Dragić
• Dragan Šćepanik, lighting design
• Milan Đokić, architecture
• Marko Stojković, 3D visualisation
• Jelena Jovanović, computer animation

Scenography: Nikola Borić

PHOTOGRAPHY

Editor of photography: Vladimir Mladenović
Photographers: Oliver Đurić, Jelena Čirković

MASCOT DESIGN

Art director: Lana Vasiljević
• Ivo Baćić, graphic designer
• Miroslav Stojčić, graphic designer

TECHNICAL TEAM

Technical director: Vitor Trifl
• Zoran Obuz, projection
• Milan Petrović, mechanical engineer

Expert advisors on exhibition concept design:
• Dr. Ljubiša Pavić, Lecturer at the University of Belgrade, Faculty of Philosophy, Novi Sad
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• Kosta Milešević, computer animation
• Oliver Popović, computer animation

Computer animation:
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• Andreja Đabić, editor

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PRODUCTION

Production advisor: Sima Radić
• Filip Bočić, multimedia content producer
• Nevenka Gojković, project producer

EXHIBITION MASCOTS

The mascots of Serbia’s Expo 2010 presentation have been devised as members of an extended Serbian family. They have been designed by styling the characteristic patterns of the carpets made in the town of Pirot and given a human form which is recognisably urban in outline but traditional in texture and colour. Their names have been chosen so as to bring to mind familiar Serbian features from nature and history. The main mascot is the image of a girl called Tara, named after one of the most beautiful mountains in Serbia. She also has a brother, Sava, a name which reminds one both of Saint Sava (the first Serbian archbishop) and the Sava river.

THE SERBIA PAVILION

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The stamps design is a puncture of modern and traditional style. On stamp face value 22 RSD is represented the interior of a Serbian pavilion with plum flowers and birds – spring heralds, which represent traditional Chinese painting. According to Chinese tradition, the green color of the stamp symbolizes youth and growth.

On stamp face value 50 RSD is represented a Serbian pavilion and in the background the panorama of Shanghai. On the ancient traditional Chinese paper is also represented a plum flower, but which is one of the national symbols of Serbia. In China, the plum is the symbol of the end of winter and beginning of fertility, but it is also a metaphor for peace and resistance.

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